

## ***The Art and Science of Donor Development (ASDD)*** ***A Virtual and Distance Learning Experience***

This four-part workshop is ideal for seasoned professionals and newer development staff alike, as a powerful means of connecting to the heart of philanthropy. During four 3.5-hour sessions, participants will join an interactive web platform where they can explore the groundbreaking concepts in ASDD in a real-time, facilitator-led, virtual classroom. Discover a donor-centered process for facilitating engagement that leads to commitment to targeted organizational priorities through group discussions, pre-work and post-workshop application assignments, video case studies, and on-going e-Learning reinforcement.

Advancement Resources' training content is derived from proprietary research and intense, in-depth interviews and observations among top development professionals, academic and medical leaders, and major donors.

### **Topics**

#### **Exploring Donor Motivation**

Examine how donors view development, philanthropy, and the engagement process.

#### **Applying Process Concepts in Development**

Explore the commitment process from donors' perspectives.

#### **Identifying the Right Donors**

Recognize those donors who can help your organization best achieve its mission and prioritize your time for maximum effectiveness.

#### **Adapting to Donor Profiles**

Explore different personality styles and techniques for communicating with donors more effectively.

#### **Securing Donor Meetings**

Assess methods for obtaining an appointment, including discussions of the best approaches to take, how to compose effective communications, and how to conduct a telephone call productively.

#### **Building Trust-based Relationships**

Establish and nurture trust for lifelong commitment to your organization.

### **Locating Philanthropic Passion(s)**

Learn to uncover the deep-seated, philanthropic values of donors.

### **Matching Philanthropic Passion(s) to Organizational Initiatives and Partnering on Evaluation**

Help donors accomplish their personal goals through philanthropy and map a strategy for moving donors from mild interest to passionate support.

### **Securing Financial Commitment**

Learn to turn “asks” into gains and strengthen donors’ emotional commitment and financial support.

### **Creating a Meaningful Return on Philanthropic Investment**

Ensure donors feel appreciated and valued throughout their continued relationship with your organization.

## Structure

### Classroom Engagements

Participants will attend four 3.5-hour sessions in a real-time virtual classroom. This experience features networking opportunities, application exercises, and interactive facilitator support.

Sessions are scheduled for each individual workshop offering, with four sessions taking place over a one-week period. Participants in each cohort should be prepared to attend all sessions, as this is not a webinar, and interactivity is essential to the success of the experience.

### Pre- and Post-Work Assignments

Prior to the workshop, participants will be asked to complete a pre-work assignment. Additionally, in preparation for each session, participants may be asked to complete additional application exercises and report back to their performance partners for feedback and mutual guidance.

Topics include:

- Donor Development Chart
- Donor Motivation
- Identifying the Right Donors
- Personality Profiles
- Requesting Meetings
- Setting Meeting Objectives
- High-Value Questions
- Organizational Update
- Process for Locating Philanthropic Passion™
- Collaborating at Meetings
- Engagement Opportunities
- Securing Financial Commitment
- Return on Philanthropic Investment

### Technical Requirements

Participants are encouraged to use Internet Explorer, Firefox, or Safari to participate in the workshop, which takes place on the Adobe Connect virtual conference platform. Participants should be prepared to use speakers, a microphone, and a consistent Wi-Fi connection. Additionally, use of a webcam during team break-out sessions is optional.

To learn specific technical requirements, participants will receive a technical guide as part of their pre-work package.